



KEYE
10700 Metric Blvd
Austin, TX 78758

Gerald Daugherty Travis County Commissioner 3rd
Precinct-R
3571 Far West Blvd
#196
Austin, TX 78731

Contract # 2656961

Schedule Dates 10/17/16-11/08/16
Advertiser Gerald Daugherty Travis County Commissioner 3rd
Agency KC Strategies (12840)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Travis County Commissioner Pct 3 Rep (475093)
Salesperson Davis, Jamie (2998)
Sales Office KEYE/KEYE
Buyer Name Crow, Chad
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Calendar
Comments

Date Entered 10/07/16
Last Modified 10/07/16
Entered By Courtney Bartsch
CO-OP No
Headline #
Demo A18+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,342.25
Net Total \$13,272.75
Sales Tax

| Austin (KEYE) | | |
|---------------------|-----------|--------------------|
| By Calendar Month | Spots | Rate |
| Oct. 2016 | 52 | \$11,005.00 |
| Nov. 2016 | 23 | \$4,610.00 |
| Grand Total: | 75 | \$15,615.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|---------------|------------------|---------|
| 1.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 3 | :30 | 5:58A- News-KEYE TV Morning News 6a | 3 | X | X | X | X | X | | | 3 | \$60.00 | \$180.00 | Austin (KEYE) | 6A NEWS | 10/7/16 |
| 2.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 3 | :30 | 5:58A- News-KEYE TV Morning News 6a | 2 | X | X | X | X | X | | | 2 | \$60.00 | \$120.00 | Austin (KEYE) | 6A NEWS | 10/7/16 |
| 3.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 3 | :30 | 5:58A- News-KEYE TV Morning News 6a | 3 | X | X | X | X | X | | | 3 | \$60.00 | \$180.00 | Austin (KEYE) | 6A NEWS | 10/7/16 |
| 4.0 | Normal Line / News | 11/08/16-11/08/16 | ✓ 3 | :30 | 5:58A- News-KEYE TV Morning News 6a | | | 1 | | | | | | 1 | \$60.00 | \$60.00 | Austin (KEYE) | 6A NEWS | 10/7/16 |
| 5.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 2 | :30 | 7A- CBS-This Morning (New Title) | 2 | X | X | X | X | X | | | 2 | \$210.00 | \$420.00 | Austin (KEYE) | CBS THIS MORNING | 10/7/16 |
| 6.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 2 | :30 | 7A- CBS-This Morning (New Title) | 3 | X | X | X | X | X | | | 3 | \$210.00 | \$630.00 | Austin (KEYE) | CBS THIS MORNING | 10/7/16 |
| 7.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 2 | :30 | 7A- CBS-This Morning (New Title) | 2 | X | X | X | X | X | | | 2 | \$210.00 | \$420.00 | Austin (KEYE) | CBS THIS MORNING | 10/7/16 |
| 8.0 | Normal Line / News | 11/08/16-11/08/16 | ✓ 2 | :30 | 7A- CBS-This Morning (New Title) | | | 1 | | | | | | 1 | \$210.00 | \$210.00 | Austin (KEYE) | CBS THIS MORNING | 10/7/16 |
| 9.0 | Normal Line / SPOT | 10/24/16-10/28/16 | ✓ 2 | :30 | 9:58A- CBS-The Price Is Right | 3 | X | X | X | X | X | | | 3 | \$210.00 | \$630.00 | Austin (KEYE) | PRICE IS RIGHT | 10/7/16 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|----------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
| | | <i>DM</i> | 10/10/16 | |

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|----------|----------|---------------|--------------------|---------|
| 10.0 | Normal Line / SPOT | 10/31/16-11/04/16 | ✓ 2 | :30 | 9:58A- CBS-The Price Is Right | 3 | X | X | X | X | X | | | 3 | \$210.00 | \$630.00 | Austin (KEYE) | PRICE IS RIGHT | 10/7/16 |
| 11.0 | Normal Line / SPOT | 11/08/16-11/08/16 | ✓ 2 | :30 | 9:58A- CBS-The Price Is Right | | | 1 | | | | | | 1 | \$210.00 | \$210.00 | Austin (KEYE) | PRICE IS RIGHT | 10/7/16 |
| 12.0 | Normal Line / SPOT | 10/24/16-10/28/16 | ✓ 3 | :30 | 10:58:45A- CBS-The Young and the Restless | 3 | X | X | X | X | X | | | 3 | \$200.00 | \$600.00 | Austin (KEYE) | YOUNG AND RESTLESS | 10/7/16 |
| 13.0 | Normal Line / SPOT | 10/31/16-11/04/16 | ✓ 3 | :30 | 10:58:45A- CBS-The Young and the Restless | 2 | X | X | X | X | X | | | 2 | \$200.00 | \$400.00 | Austin (KEYE) | YOUNG AND RESTLESS | 10/7/16 |
| 14.0 | Normal Line / SPOT | 11/08/16-11/08/16 | ✓ 3 | :30 | 10:58:45A- CBS-The Young and the Restless | | | 1 | | | | | | 1 | \$200.00 | \$200.00 | Austin (KEYE) | YOUNG AND RESTLESS | 10/7/16 |
| 15.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 2 | :30 | 4:58:26P- News-KEYE News at 5p | 3 | X | X | X | X | X | | | 3 | \$170.00 | \$510.00 | Austin (KEYE) | 5P NEWS | 10/7/16 |
| 16.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 2 | :30 | 4:58:26P- News-KEYE News at 5p | 3 | X | X | X | X | X | | | 3 | \$170.00 | \$510.00 | Austin (KEYE) | 5P NEWS | 10/7/16 |
| 17.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 2 | :30 | 4:58:26P- News-KEYE News at 5p | 3 | X | X | X | X | X | | | 3 | \$170.00 | \$510.00 | Austin (KEYE) | 5P NEWS | 10/7/16 |
| 18.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 2 | :30 | 5:28P- CBS Evening News | 3 | X | X | X | X | X | | | 3 | \$220.00 | \$660.00 | Austin (KEYE) | 530P NEWS | 10/7/16 |
| 19.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 2 | :30 | 5:28P- CBS Evening News | 3 | X | X | X | X | X | | | 3 | \$220.00 | \$660.00 | Austin (KEYE) | 530P NEWS | 10/7/16 |

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Date:

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Sales Office KEYE/KEYE
Buyer Name Crow, Chad
Phone/Fax /
CPE N/A
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|------|--------------------------------|-------------------|-----|--------|--------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|---------------|-----------|---------|
| 20.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 2 | :30 | 5:28P- CBS Evening News | 3 | X | X | X | X | X | | | 3 | \$220.00 | \$660.00 | Austin (KEYE) | 530P NEWS | 10/7/16 |
| 21.0 | Normal Line / News | 11/07/16-11/07/16 | ✓ 2 | :30 | 5:28P- CBS Evening News | 1 | | | | | | | | 1 | \$220.00 | \$220.00 | Austin (KEYE) | 530P NEWS | 10/7/16 |
| 22.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 2 | :30 | 5:58:56P- News-KEYE News at 6p | 2 | X | X | X | X | X | | | 2 | \$220.00 | \$440.00 | Austin (KEYE) | 6P NEWS | 10/7/16 |
| 23.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 2 | :30 | 5:58:56P- News-KEYE News at 6p | 2 | X | X | X | X | X | | | 2 | \$220.00 | \$440.00 | Austin (KEYE) | 6P NEWS | 10/7/16 |
| 24.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 2 | :30 | 5:58:56P- News-KEYE News at 6p | 2 | X | X | X | X | X | | | 2 | \$220.00 | \$440.00 | Austin (KEYE) | 6P NEWS | 10/7/16 |
| 25.0 | Normal Line / News | 11/07/16-11/07/16 | ✓ 2 | :30 | 5:58:56P- News-KEYE News at 6p | 1 | | | | | | | | 1 | \$220.00 | \$220.00 | Austin (KEYE) | 6P NEWS | 10/7/16 |
| 26.0 | Normal Line / News | 10/17/16-10/21/16 | ✓ 2 | :30 | 10P- News-KEYE News at 10p | 2 | X | X | X | | X | | | 2 | \$290.00 | \$580.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |
| 27.0 | Normal Line / News | 10/24/16-10/28/16 | ✓ 2 | :30 | 10P- News-KEYE News at 10p | 1 | X | X | X | | X | | | 1 | \$290.00 | \$290.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |
| 28.0 | Normal Line / News | 10/31/16-11/04/16 | ✓ 2 | :30 | 10P- News-KEYE News at 10p | 2 | X | X | X | | X | | | 2 | \$290.00 | \$580.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |
| 29.0 | Normal Line / News | 11/07/16-11/07/16 | ✓ 2 | :30 | 10P- News-KEYE News at 10p | 1 | | | | | | | | 1 | \$290.00 | \$290.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |

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Sales Office KEYE/KEYE
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CPE N/A
Account Types Local/Political Candidate Agency BRD
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| 30.0 | Normal Line / SPOT | 10/24/16-10/28/16 | ✓ 2 | :30 | 10:35P- CBS-The Late Show With Stephen Colbert | 2 | X | X | X | | X | | | 2 | \$250.00 | \$500.00 | Austin (KEYE) | COLBERT | 10/7/16 |
| 31.0 | Normal Line / SPOT | 10/31/16-11/04/16 | ✓ 2 | :30 | 10:35P- CBS-The Late Show With Stephen Colbert | 2 | X | X | X | | X | | | 2 | \$250.00 | \$500.00 | Austin (KEYE) | COLBERT | 10/7/16 |
| 32.0 | Normal Line / News | 10/22/16-10/22/16 | ✓ 1 | :30 | 5:58:45A- CBS-This Morning: Saturday | | | | | | | 1 | | 1 | \$100.00 | \$100.00 | Austin (KEYE) | CBS THIS MORN SAT | 10/7/16 |
| 33.0 | Normal Line / News | 10/29/16-10/29/16 | ✓ 1 | :30 | 5:58:45A- CBS-This Morning: Saturday | | | | | | | 1 | | 1 | \$100.00 | \$100.00 | Austin (KEYE) | CBS THIS MORN SAT | 10/7/16 |
| 34.0 | Normal Line / News | 10/22/16-10/22/16 | ✓ 2 | :30 | 6P- News-KEYE News at 6p Saturday | | | | | | | 1 | | 1 | \$170.00 | \$170.00 | Austin (KEYE) | 6PNEWS | 10/7/16 |
| 35.0 | Normal Line / News | 10/29/16-10/29/16 | ✓ 2 | :30 | 6P- News-KEYE News at 6p Saturday | | | | | | | 1 | | 1 | \$170.00 | \$170.00 | Austin (KEYE) | 6PNEWS | 10/7/16 |
| 36.0 | Normal Line / News | 10/30/16-10/30/16 | ✓ 3 | :30 | 7:58:45A- CBS-News Sunday Morning | | | | | | | | 1 | 1 | \$225.00 | \$225.00 | Austin (KEYE) | CBS SUN MORN | 10/7/16 |
| 37.0 | Normal Line / SPOT | 10/23/16-10/23/16 | ✓ 1 | :30 | 9:30A- CBS-Face The Nation | | | | | | | | 1 | 1 | \$700.00 | \$700.00 | Austin (KEYE) | FACE THE NATION | 10/7/16 |
| 38.0 | Normal Line / SPOT | 10/30/16-10/30/16 | ✓ 1 | :30 | 9:30A- CBS-Face The Nation | | | | | | | | 1 | 1 | \$700.00 | \$700.00 | Austin (KEYE) | FACE THE NATION | 10/7/16 |
| 39.0 | Normal Line / News | 10/23/16-10/23/16 | ✓ 3 | :30 | 10:30P- News-KEYE News at 10p Sunday | | | | | | | | 1 | 1 | \$275.00 | \$275.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |

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| 40.0 | Normal Line / News | 10/30/16-10/30/16 | 3 | :30 | 10:30P- News-KEYE News at 10p Sunday | | | | | | | | 1 | 1 | \$275.00 | \$275.00 | Austin (KEYE) | 10P NEWS | 10/7/16 |

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Dan Michaud

From: Chad Crow <kc@kcstrategies.com>
Sent: Thursday, October 06, 2016 1:33 AM
To: Dan Michaud
Subject: RE: Q4 political

Ok Dan, I took all of this into account and worked some :60's in here. I also had to dial the total back per Gerald. let me know if this passes the smell test. Also, I'd have one request:

On the ads for the week of Nov 7, I'd like to place the AM ads on Nov 8 and the PM ads on Nov 7.

Thanks,
Chad

| KEYE-TV | | | Oct 17 | Oct 24 | Oct 31 | Nov 7 | CBS | 75 | \$15,615.00 |
|---------------------|-----|----------|--------|--------|--------|-------|---------------------|----|-------------|
| M-F 6-7a | :30 | \$60.00 | 3 | 2 | 3 | 1 | KEYE Morning News | 9 | \$540.00 |
| M-F 7-9a | :30 | \$210.00 | 2 | 3 | 2 | 1 | CBS This Morning | 8 | \$1,680.00 |
| M-F 10-11a | :30 | \$210.00 | | 3 | 3 | 1 | Price is Right | 7 | \$1,470.00 |
| M-F 11a-12p | :30 | \$200.00 | | 3 | 2 | 1 | Young and Restless | 6 | \$1,200.00 |
| M-F 5-5:30p | :60 | \$170.00 | 3 | 3 | 3 | | KEYE News at 5 | 9 | \$1,530.00 |
| M-F 5:30-6p | :30 | \$220.00 | 3 | 3 | 3 | 1 | CBS Evening News | 10 | \$2,200.00 |
| M-F 6-6:30p | :30 | \$220.00 | 2 | 2 | 2 | 1 | KEYE News at 6 | 7 | \$1,540.00 |
| M-W, F 10-10:35p | :30 | \$290.00 | 2 | 1 | 2 | 1 | KEYE News at 10 | 6 | \$1,740.00 |
| M-W, F 10:35-11:37p | :30 | \$250.00 | | 2 | 2 | | Colbert | 4 | \$1,000.00 |
| Sat 6-8a | :60 | \$100.00 | 1 | 1 | | | CBS This Morning | 2 | \$200.00 |
| Sat 6-6:30p | :60 | \$170.00 | 1 | 1 | | | KEYE News at 6 Sat | 2 | \$340.00 |
| Sun 8-9:30a | :30 | \$225.00 | | 1 | | | CBS This Morning | 1 | \$225.00 |
| Sun 9:30-10a | :60 | \$700.00 | 1 | 1 | | | Face the nation | 2 | \$1,400.00 |
| Sun 10:30-11pp | :30 | \$275.00 | 1 | 1 | | | Keye News at 10 Sun | 2 | \$550.00 |

From: Dan Michaud [mailto:dmichaud@sbgvtv.com]
Sent: Monday, October 3, 2016 2:38 PM
To: kc@kcstrategies.com
Subject: RE: Q4 political

Here are :30 rates I need to clear, some are more and some are less than what you have.

6-7a \$60
7-9a \$210 is good
10-11a \$210
11a-12p \$200
12:30-1p \$325
5-5:30p can do \$85 except for 11/7 need \$170
530-6p \$220 is good
6-630p \$220 is good

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Chad Crow of KC Strategies, LLC

being/on behalf of: Gerald Daugherty

a legally qualified candidate of the Republican

political party for the office of: Travis County Commissioner Pct 3.

in the General Election

election to be held on: 11/8/16

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|--------------------------------|----------------------------------|------|-------|----------------|-----------------|
| See attached excel spreadsheet | | | | | |

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Gerald Daugherty

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Hector DeLeon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/8/16

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.